



ASIA
Cooperation
Dialogue:
Workshop on
e-Education

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Blending the “e” in Open Distance Learning

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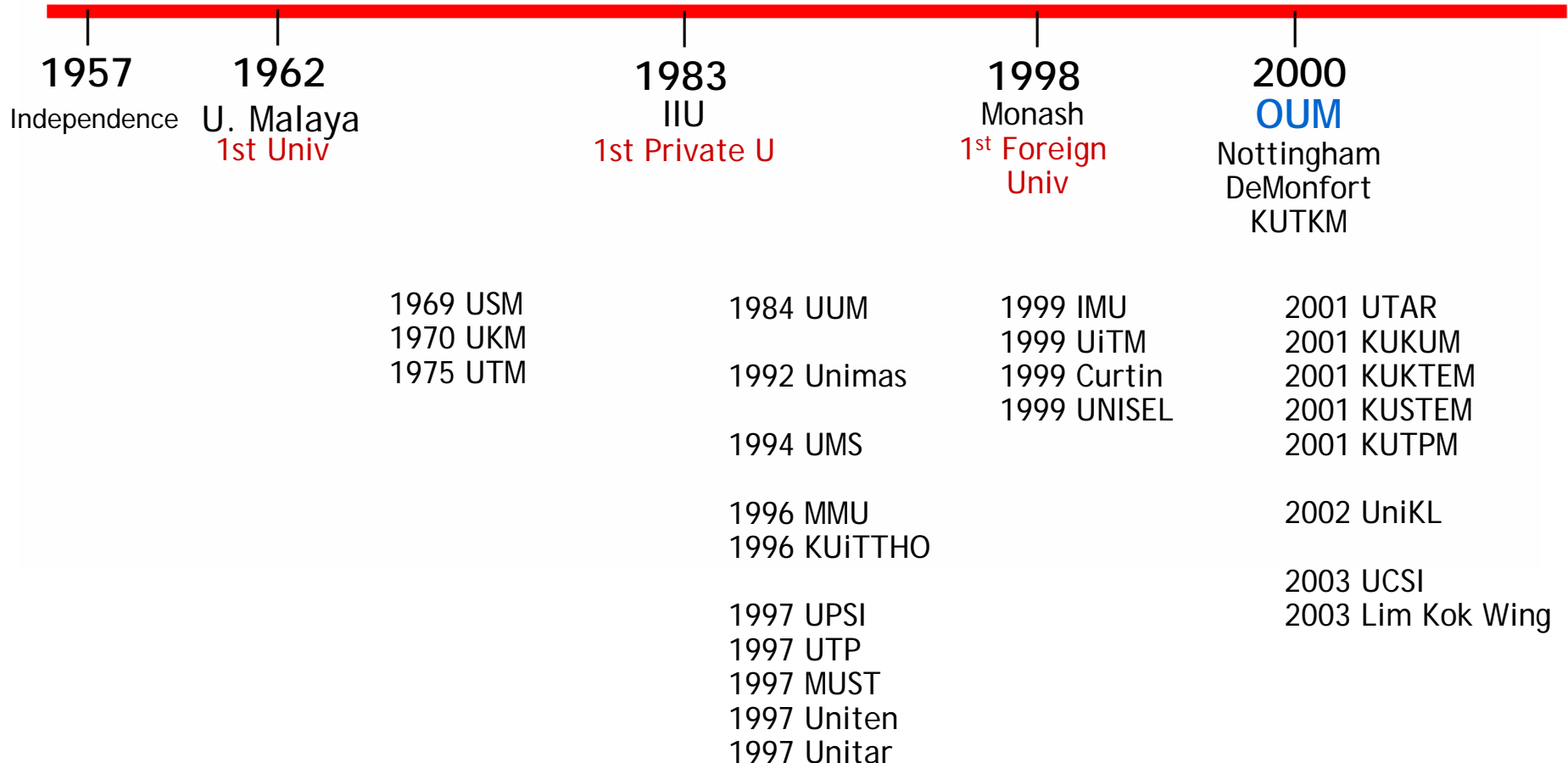
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Outline

- Higher education in Malaysia
- The OUM
- Blending the “e” or Blended Learning
 - Definition
 - What’s in the blend?
 - Why the “e”?
 - How best to blend the “e”
 - When do you blend?
 - What combination of tools and media?
- Blended Learning at OUM
- Challenges
- Recommendation

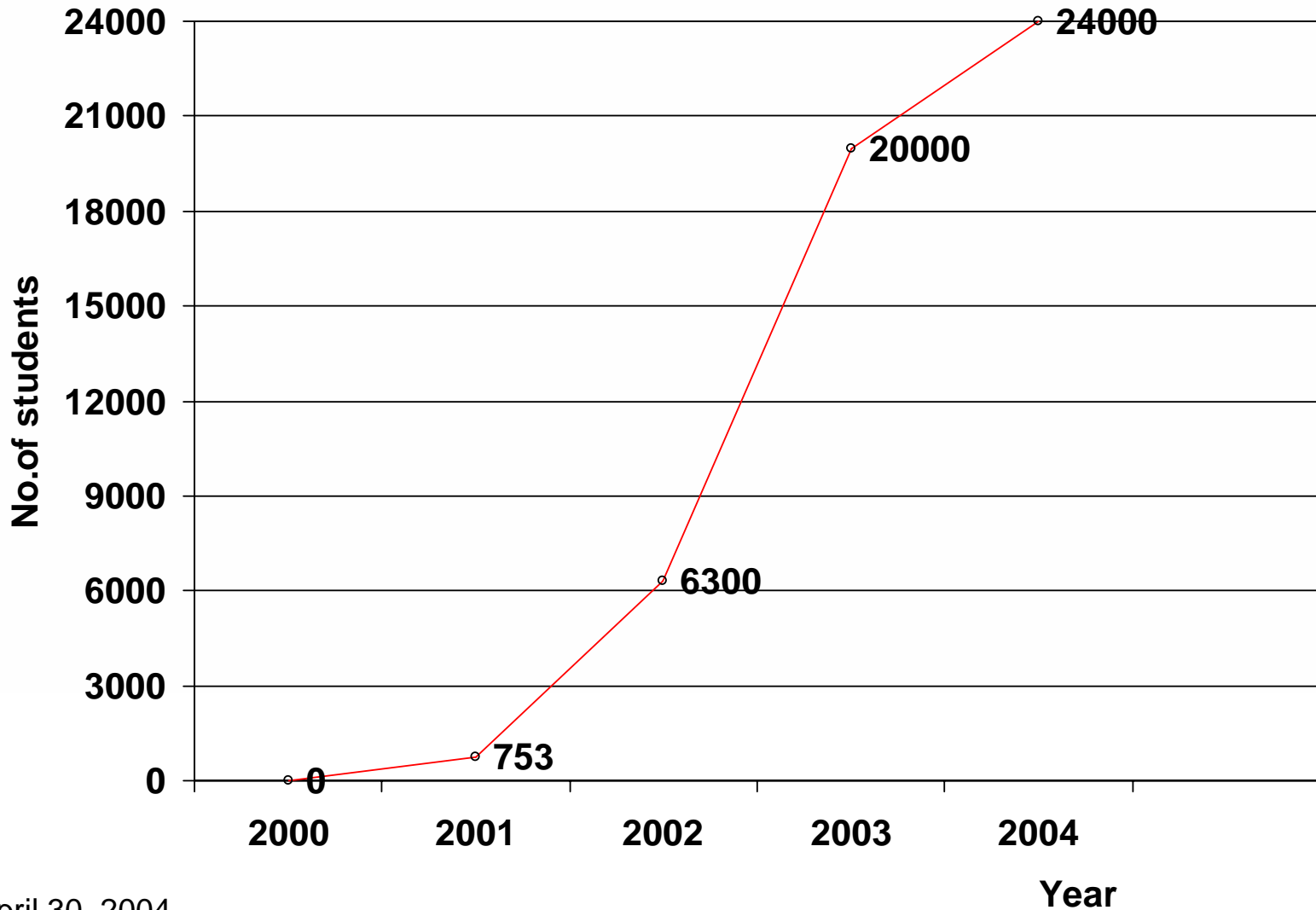
Higher Education in Malaysia: Selected Milestones



The Open University Malaysia

- 1st ODL institution in Malaysia - established Aug 2000
- “University for All”
- 5 faculties
- 31 learning centres
- 20,000 students
- 1,200 tutors
- 16 academic programmes
 - 13 Bachelor’s
 - 3 Master’s
- 12 new academic programmes
 - 1 Diploma
 - 7 Bachelor’s
 - 3 Master’s
 - 1 PhD

Growth of OUM Student Population



Blending the “e” (Blended Learning)

Recipe for blended learning

Start with a few online tutorials, add one synchronous event and a pinch of discussion forums for flavor, and stir.

ASTD

(<http://www.learningcircuits.org/2001/apr2001/hofmann.html>)

Blending the “e” (Blended Learning)

. . . (A) method of educating at a distance that uses technology (high-tech, such as television and the Internet or low-tech, such as voice mail or conference calls) combined with traditional (or, stand-up) education or training.

<http://www.gwsae.org/Executiveupdate/2001/March/blended.htm>

Blending the “e” (Blended Learning)

Blending involves a planned combination of approaches, such as coaching by a supervisor; participation in an online class; breakfast with colleagues; competency descriptions; reading on the beach; reference to a manual; collegial relationships; and participation in seminars, workshops, and online communities.

<http://www.learningcircuits.org/2003/jul2003/rossett.htm>

What's in a Blend?

Live face-to-face (formal) <ul style="list-style-type: none">• Instructor-led classroom• Workshops• Coaching/mentoring• On-the-job (OTJ) training	Live face-to-face (informal) <ul style="list-style-type: none">• Collegial connections• Work teams• Role modeling
Virtual collaboration/synchronous <ul style="list-style-type: none">• Live e-learning classes• E-mentoring	Virtual collaboration/asynchronous <ul style="list-style-type: none">• Email• Online bulletin boards• Listservs• Online communities
Self-paced learning <ul style="list-style-type: none">• Web learning modules• Online resource links• Simulations• Scenarios• Video and audio CD/DVDs• Online self-assessments• Workbooks	Performance support <ul style="list-style-type: none">• Help systems• Print job aids• Knowledge databases• Documentation• Performance/decision support tools

<http://www.learningcircuits.org/2003/jul2003/rossett.htm>

Why Blend the “e”?

- Humanization of education
 - Variety of media and tools for a diversified learning
- Democratization of education
 - No learner will be shortchanged as a variety of media will be used
- Optimization of resources
 - Best use of the media based on its characteristics and potential effectiveness
- Efficiency (to “reduce” the distance and hasten the process)
 - Delivery of content
 - Last minute announcement
 - Administrative matters
 - Online socialization

Why Blend the “e”?

- Effectiveness (to increase learner engagement & depth of learning)
 - Improved communication
 - e-mail
 - e-forums
 - Enhanced pedagogy
 - deeper, insightful and meaningful learning
 - Supports an online community of learners

What is the best way to blend the “e” and the non-“e”

- General guidelines when blending different media
 - Meet learners’ needs
 - Cater to various learning styles
 - Achieve learning objectives
 - Make it affordable
 - Make it flexible
 - Make it convenient
 - Ensure learning is fun and a joy

What combination of tools and media?

Media Selection Guide

Media Type	Instructional value	Scalability	Development Time	Development Costs	Deployment Costs	Assessment Capable	Trackable
CBT	High	Low	3-6 weeks	Medium	High	Medium	Low
WBT	High	High	4-20 weeks	High	Low	High	High
CD-ROM	High	High	6-20 weeks	High	Medium	High	Low
Conference calls	Low	Medium	0-2 weeks	Low	Low	No	No
Webinars	Medium	Medium	3-6 weeks	Low	Medium	Low	Low
Simulations	Very high	Medium	8-20 weeks	High	Medium	High	High
Lab simulations	Very high	Low	3-6 weeks	High	High	Medium	Medium
Job aids	Low	High	0-3 weeks	Low	Low	No	No
Webpages	Low	High	1-8 weeks	Low	Low	No	No
Websites	Low	High	1-8 weeks	Low	Low	No	No
Communities	Medium	Low	2-3 weeks	High	High	Low	Low
Mentors	Medium	Low/medium	4-6 weeks	Medium	Medium	No	Low
Video	High	Medium	6-20 weeks	High	High	No	Low
EPSS	Medium	Medium	8-20 weeks	Medium	Medium	No	Medium

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How to Select the Right Blend

Audience

- What is the skill level?
- How much time to do they have?
- Are they motivated?

Time

- Time to develop?
- Time to roll out?
- Time to complete?

Scale

- What is the audience size?
- Will you update content frequently?

Resources

- What is the budget?
- Can you use SMEs?
- Do you have media developers?

Content

- Are SMEs available?
- What's the shelf-life of content?
- Are labs available?

Business application

- What is the skill level?
- How much time to do they have?
- Are they motivated?



The Right Mix

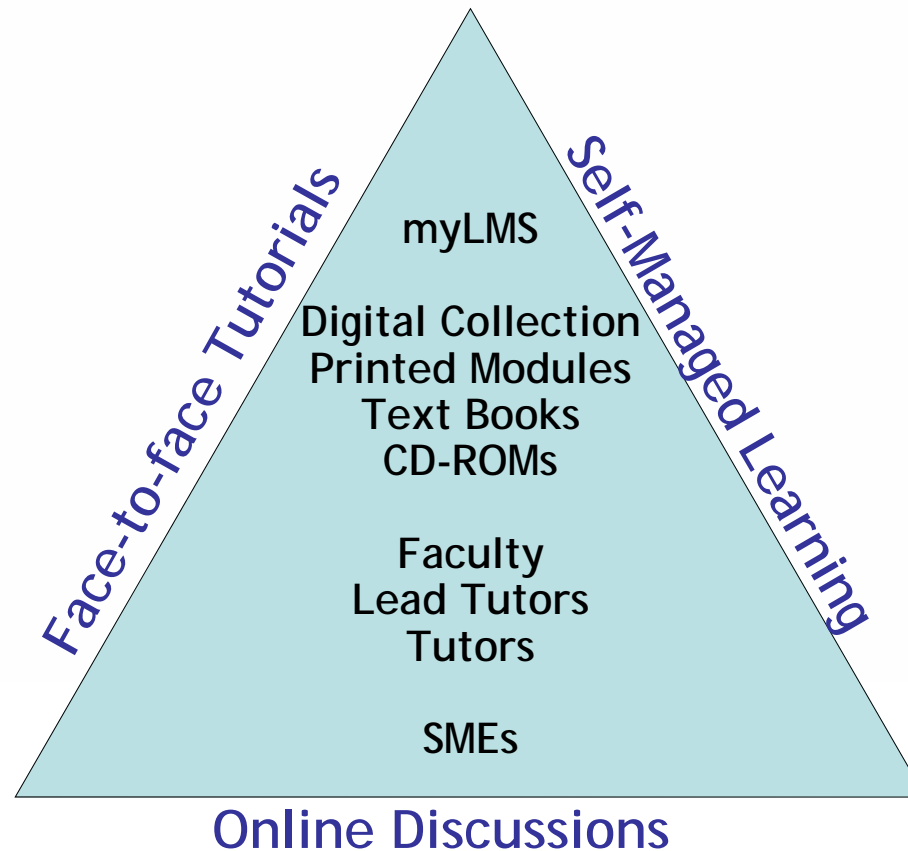
2 or 3 of these ingredients:

classroom instruction
Wb-based courseware
CD-ROM-based courseware
live virtual classes
Webinars
conference calls
virtual labs
simulations
text-based job aids
EPSS
portals
communities of practice
mentors

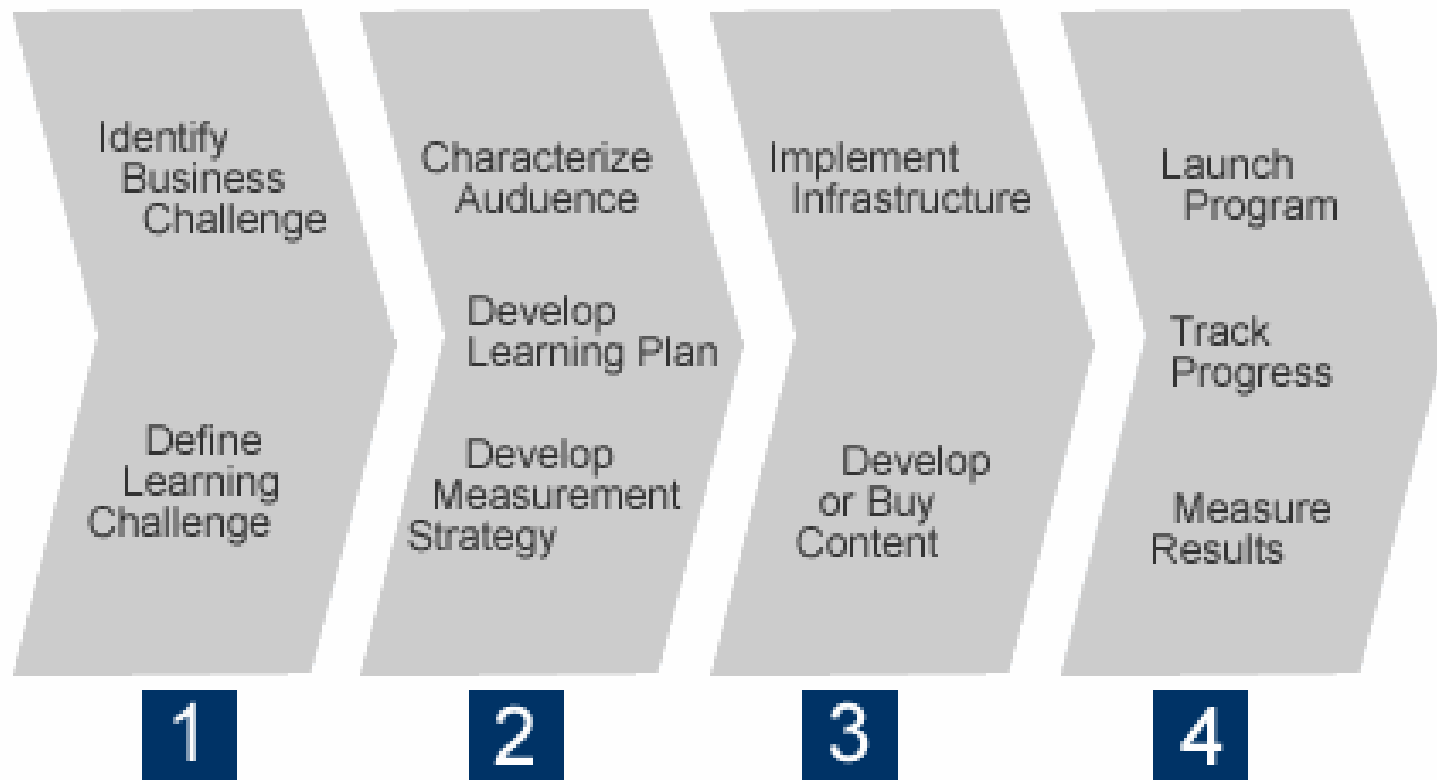
When do you blend?

- Throughout the program, the course and in the classroom
- No one media or technology is the best all the time
- Need a mix to ensure that the best of each technology or media is reaped for the learner's benefits

Blended Learning at OUM



The Blended Learning Process



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Challenges

- “University for All”
- Technology
 - Bandwidth
 - Digital divide
- High learning curve
- Funding
- Time
- Resources

Recommendation

- To help one another establish best practices in e-Education
 - Information exchange
 - Sharing of expertise
 - Sharing of resources (e.g. RLOs)
 - Sharing of experiences
 - Collaborative research
 - Faculty and staff exchange

Recommendation

- To help one another establish best practices in e-Education
- Centre for the Development of e-Education
 - To realize objectives, tasks and functions towards the development of best practices in e-Education
 - Organize regional conferences (member countries take turns to host)
 - Organize online seminars/training
 - Maintain and manage informative and interactive Web site
 - Seed funding from the M'sian government and OUM
 - A Not-for-Profit organization

“The magic is in the mix!”
“The beauty is in the blend!”

<http://www.e-learningcentre.co.uk/eclipse/Resources/blended.htm>